

# CAP Strategic Plan

CAWG UCC Aug 2015

Col Virginia Nelson

# Vision Statement

- Civil Air Patrol, America's Air Force auxiliary, building the nation's finest force of citizen volunteers serving America

# Mission Statement

- Supporting America's communities with emergency response, diverse aviation and ground services, youth development and promotion of air, space and cyber power.

# Core Values

- Integrity
- Volunteer Service
- Excellence
- Respect

# Slogan

- Citizens Serving Communities

# Purpose

- (1) To provide an organization to -
- (A) encourage and aid citizens of the United States in contributing their efforts, services, and resources in developing aviation and in maintaining air supremacy; and
- (B) encourage and develop by example the voluntary contribution of private citizens to the public welfare.
- (2) To provide aviation education and training especially to its senior and cadet members.
- (3) To encourage and foster civil aviation in local communities.
- (4) To provide an organization of private citizens with adequate facilities to assist in meeting local and national emergencies.
- (5) To assist the Department of the Air Force in fulfilling its noncombat programs and missions.

36 U.S.C. §40302

# What is a Strategic Plan?

- 1. A process of defining a strategy for an organization with the greatest possible knowledge of its environment and context**
  - 2. A written list of actions to meet strategies and goals**
  - 3. A method to monitor results**
- Strategic planning is a systematic process through which an organization agrees on – and builds commitment among key stakeholders to establish priorities that are essential to its mission and responsive to its environment. Strategic plans guide the acquisition and allocation of resources to achieve these priorities.

# 2014-15 Priorities

- Priority 1: Obtain and sustain required CAP funding
- Priority 2: Maximize CAP resources/skill sets to meet emerging mission areas
- Priority 3: Enhance awareness of CAP's contributions and capabilities
- Priority 4: Develop “dynamic Americans and aerospace leaders” through the Cadet Program
- Priority 5: Expand Aerospace Education/Science, Technology, Engineering, and Math (STEM) education outreach initiatives to meet America's future national defense workforce requirements
- Priority 6: Achieve institutional excellence
- Priority 7: Value the service of CAP members



# 2015-2020 Strategic Plan

- This has been submitted to the Board of Governors, the governing body of CAP.

# Priority 1

- Reinvigorate our Total Force relationship with our United States Air Force and enhance their mission accomplishment as a cost effective multiplier.

## Priority 2

- Increase our presence in local communities and expand our portfolio to incorporate new missions for which we are ideally suited.

# Priority 3

- Enhance the effectiveness of CAP members.

# Priority 4

- Promote CAP's recognition as a leader in Aerospace Education and Science, Technology, Engineering, and Mathematics (STEM) education.

# Priority 5

- Recognize the value and talent of each CAP member and enhance the fulfillment of the CAP experience.


# Priority 6

- Develop CAP's organizational as well as functional leaders, from cadets to CEO.

# Priority 7

- Sustain institutional excellence.




- 
- Under each Priority will be a number of Goals.
  - These goals are further broken down into Objectives.

# From 2014-15 Strategic Plan

- **Goal 4.5. Help meet the nation's need for new pilots (including RPA pilots) and other aerospace professionals.**
- Objective 4.5.1. Partner with organizations and industry to help fund more aerospace opportunities for cadets.
- Objective 4.5.2. Recruit additional flight instructors to meet existing and future needs.
- Objective 4.5.3. Expand programs to increase the number of cadets who receive flight training leading to solo and private pilot licenses each year.
- Objective 4.5.4. Motivate cadets to help meet the nation's need for pilots.

# SMART Principle

- **Specific** – details what needs to be done to accomplish the objective, no guesswork as to the expected end state; one should know if the desired task is complete
- **Measurable** – progress or objective accomplishment can be measured, status can be determined and tracked; delays and potential showstoppers are identifiable; enables accountability
- **Attainable** – don't set the bar so high that failure is inevitable; knowing that an objective is unattainable is demoralizing to those working the task
- **Relevant** – if the objective doesn't contribute to goal or priority attainment, then the objective should not be attempted as effort will be wasted
- **Time Bound** – completion dates should be defined and realistic; objectives stating “continue to ...” are not time bound and therefore can't really be attained

- 
- **Since each Wing has different operational and mission-related skills based on size, geography, etc. every Wing will have a different way of conducting activities that effectively and efficiently contribute toward achieving the goals of the organization. The local Strategic Plan qualifies and quantifies the WAY that a particular unit can support the National plan.**